

Joe Orlando has opportunity

To: Natale, Fray, 1600 - Buffalo Region (BURRELL)
From: MacWilliams, Lori
Posted: 1/20/98 15:13
Subject: FWRD: FSC-10-B WINSTON Motorsports Reta

Bill & Fray,

Passing along the following as information. Please note that Manchester, NH (which is listed incorrectly under Region 1100), will be participating in this program(per Lori O'Connor). Please let me know if you have any thoughts that you'd like to add to my letter to all managers on this topic.

Thanks,
Lori

===== <Forwarded Letter> =====

From: Snow, Robert
To: MACWILL
Subject: FWRD: FSC-10-B WINSTON Motorsports Reta
Posted: 01/15/98 14:33
Priority: Normal Priority

Lori,

Per the attached FSC letter, I believe the 1998 Winston Retail Inventory Projections scheduled in the Manchester Market from 6/30 to 7/10 would be for Manchester NH which is part of the Buffalo Region 1600. It would be appreciated if you could confirm this.

Should you have any questions, please advise.

Sincerely,
Bop Snow

===== <Forwarded Letter> =====

From: 1110 - Boston ROU(PROVENL)
To: SNOWB
Subject: FWRD: FSC-10-B WINSTON Motorsports Reta
Posted: 01/14/98 08:36
Priority: Normal Priority

*@ 1 mo. ago / Bill
sent letter from
Tom Hall re: FAX TX*

===== <Forwarded Letter> =====

From: Davis, Carla C.
To: 1110
Subject: FSC-10-B WINSTON Motorsports Retail Per
Posted: 01/13/98 20:30
Priority: Normal Priority

Microsoft Mail v3.0 (MAPI 1.0 TransportA) IPM.Microsoft Mail.Note

From: Davis, Carla C.

To: 1000 - North East Sales Area

1100 - Boston Region

1110 - Boston ROU

1140 - Boston Chain

1300 - Philadelphia Region

1340 - Philadelphia Chain

1310 - Philadelphia ROU

1800 - Cincinnati Region

1810 - Cincinnati ROU

51856 9645

1840 - Cincinnati Chain

1842 - Louisville Chain

1844 - Columbus Chain

1846 - Indianapolis Chain

Subject: FSC-10-B WINSTON Motorsports Retail Personal Selling Program

Date: 1998-01-13 15:30

Priority: 3

Message ID: 38DBE72E318CD1119FCE00805FE5605F

Conversation ID: FSC-10-B WINSTON Motorsports Retail Personal Selling Program

Attachments:

FSC10B.DOC

[[FSC10B.DOC : 5129 In FSC10B.DOC]]

51856 9646

To: DDA:MSMAIL=RJRWS/WSEXCH/OCONNOL1; O=RJREM; P=WSX400; A=RJR; C=US
From: Snow, Robert
Posted: 1/15/98 14:33
Opened: 1/16/98 8:24
Subject: FWRD: FSC-10-B WINSTON Motorsports Reta

Lori,

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Should you have any questions, please advise.

Sincerely,
Bob Snow

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FSC10B.DOC

*1/16 - VLE to Lori
O'Connor - Manchester,
NH?? Please Advise
1/20 - yes!
you did
IM sent to
Bob Snow -*

51856 9647

[[FSC10B.DOC : 5129 In FSC10B.DOC]]

CC: MacWilliams, Lori, Fitzin, Thomas J., Doucette, Joyce
DDA:MSMAIL=RJRWS/WSEXCH/FITZGED; O=RJREM; P=WSX400; A=RJR; C=US

51856 9648

FSC-10-B				1/13/98				PARTIAL DISTRIBUTION							
SUBJECT: WINSTON Motorsports Retail Personal Selling Program															
DISTRIBUTION:								11	<u>x</u>	21	<u>x</u>	51	<u>x</u>	62	<u>x</u>
<u>X</u>	AVP	<u>X</u>	KAM	<u>X</u>	DM	12	<u> </u>	22	<u>x</u>	54	<u>x</u>	63	<u> </u>		
<u>X</u>	RSM	<u>X</u>	AM	<u>X</u>	RM	13	<u>x</u>	23	<u>x</u>	56	<u> </u>	66	<u>x</u>		
<u>X</u>	RBM	<u>X</u>	AE	<u> </u>	Sales Rep	16	<u> </u>	26	<u>x</u>	58	<u>x</u>	67	<u>x</u>		
<u>X</u>	ROM	<u> </u>	<u> </u>	<u> </u>	Retail Rep	17	<u> </u>	29	<u>x</u>	<u> </u>	<u> </u>	69	<u>x</u>		
<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	18	<u>x</u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>	<u> </u>		

Objective: Provide program details on the 1998 WINSTON Motorsports Retail Personal Selling Program.

Purpose: Achieve one-on-one communication regarding the WINSTON "No Bull" proposition to both competitive and franchise smokers at retail.

Group III Promotions is an outside agency who will provide trained personnel for each scheduled event.

Program Details

- Retail Personal Selling will be conducted in conjunction with WINSTON Cup and Drag events in selected markets. Group III Promotions will utilize between 10 to 25 agents to intercept consumers at retail.
- Agents intercept adult smokers and ask them to try no additive WINSTON product using a B1G1F coupon.
- When the consumer makes a purchase, they will receive a gift bag containing a WINSTON racing video, bumper sticker and a Team WINSTON racing application.
- Hours of execution will be from 11 a.m. to 6:30 p.m. with 1/2 hour for lunch. Each agent will conduct Personal Selling in one store per day.
- Agents will work from a kiosk - preferably inside the store, space permitting. Color sell sheets will be mailed to each effected ROU during the week of 1/19/98 (example attached).

Field Sales Involvement

- Identify Personal Selling outlets who accept coupons as specified by market on Attachment A.
 - High volume pack Partners.
 - Stores must be located at least 500 feet away from youth activities, schools and college campuses.
 - Check local ordinances regarding cigarette promotional activities.
 - Obtain approval from store managers/chain buyers.

Scheduling

- Sales will provide the list of high volume calls four weeks prior to event (see Attachment A for number of calls needed and timing).

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- SME/Group III will schedule stores in a geographic manner and return the completed schedule to each effected RJR market two weeks prior to program execution.
- Group III Promotions will contact stores to finalize and provide details on dates and time of execution to each retailer.

Store List Format

- The following information needs to be provided in an Excel spreadsheet via e-mail to Lori O'Connor as specified on Attachment A (date call list needed).
 - SIS number
 - Store name
 - Address (to include street, city and zip code)
 - Call class
 - Industry volume
 - Phone number
 - Store contact name

Best Practices

This program has proven to be successful in intercepting competitive smokers. The following are best practices from those markets who participated in 1997:

- A store will need an average of about 10-15 extra assorted WINSTON cartons.
- This program can be leveraged with our Partners who surround PMX locations.
- Calls should be located as close to the event location as possible.
- Geographic pockets can be worked as long as there are enough calls for all assigned agents.

Example: You have a pocket of calls that are strong full-price with underdeveloped WINSTON share. You have 15 agents, you will need to provide 15 calls within the specific geography in order to effectively utilize Group III personnel.

- Group III needs to be notified of any special considerations of retailers, i.e., time constraints, preferred day of the week, etc.

Program Contacts: Lori O'Connor, extension #3019
Melvin Tucker, SME, extension #4570

R. J. REYNOLDS TOBACCO COMPANY

1998 WINSTON Retail Inventory Projections

Region	Market	Retail Execution Dates	# of Stores	# of Agents	Date Call List Needed
2300	Jacksonville	1/27 - 1/31	75	15	1/14
	Orlando	2/3 - 2/7	125	25	
	Daytona	2/9-10, 2/11-13	100	25	
5800	Phoenix	2/10 - 2/14	50	10	1/16
	Phoenix	2/17 - 2/20	80	20	
5100	Las Vegas	2/17 - 2/21	75	15	1/23
	Las Vegas	2/24 - 2/27	100	25	
5800	Houston	3/10 - 3/14	75	15	2/13
	Houston	3/17 - 3/20	100	25	
2100	Johnson City	3/17 - 3/21	50	10	2/20
	Bristol/Kingsport	3/24 - 3/27	80	20	
2600	Dallas	3/24 - 3/28	75	15	2/27
	Ft. Worth	3/31 - 4/3	100	25	
5400	LA - Zone 1	4/21 - 4/25	75	15	3/27
	LA - Zone 2	4/28 - 5/1	100	25	
2100	Charlotte	5/5 - 5/9	125	25	4/10
	Charlotte	5/12 - 5/15	125	25	
	Charlotte	5/18-5/19, 5/21-22	100	25	
1300	Central Jersey	5/5 - 5/9	50	10	4/10
	Central Jersey	5/12 - 5/15	80	20	
6200	Chicago	5/19 - 5/23	100	20	4/24
	West Suburbs	5/26 - 5/29	80	20	
6700	Detroit	6/2 - 6/6	100	20	5/8
	Ann Arbor	6/9 - 6/12	80	20	
1800	Columbus	6/2 - 6/6	75	15	5/8
	Columbus	6/9 - 6/12	100	25	
5100	San Francisco	6/16 - 6/20	50	10	5/22
	Santa Rosa	6/23 - 6/26	80	20	
1100	Manchester	6/30 - 7/4	50	10	5/22
	Manchester	7/7 - 7/10	80	20	
6600	Denver	7/7 - 7/11	75	15	6/12
	Denver	7/14 - 7/17	100	25	
1800	Indianapolis	7/21 - 7/25	50	10	6/26
	Indianapolis	7/28 - 7/31	80	20	
2100	Myrtle Beach	8/25 - 8/29	50	10	7/30
	Florence	9/1 - 9/4	80	20	
2900	Richmond	9/1 - 9/5	75	15	8/7
	Richmond	9/8 - 9/11	100	25	
1300	Philadelphia	9/8 - 9/12	100	20	8/14
	Reading	9/15 - 9/18	80	20	
2100	Charlotte	9/22 - 9/26	125	25	8/31
	Charlotte	9/29 - 10/2	100	25	
2200	Birmingham	9/29 - 10/3	50	10	9/4
	Birmingham	10/6 - 10/9	80	20	
6900	Memphis	9/29 - 10/3	75	15	9/4
	Memphis	10/6 - 10/9	100	25	
2200	Atlanta	10/27 - 10/31	75	15	10/2
	Atlanta	11/3 - 11/6	100	25	
5400	LA - Zone 3	11/3 - 11/7	75	15	10/9
	LA - Zone 4	11/10 - 11/13	100	25	

Pacano x
6/27?

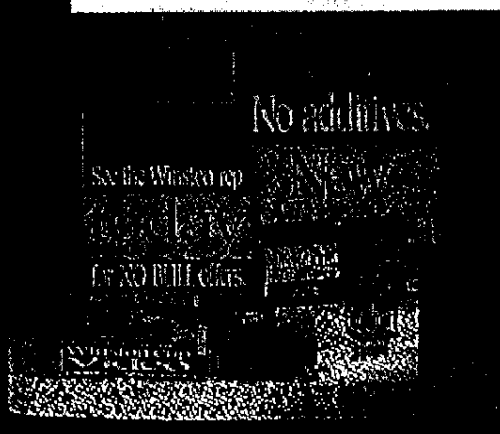
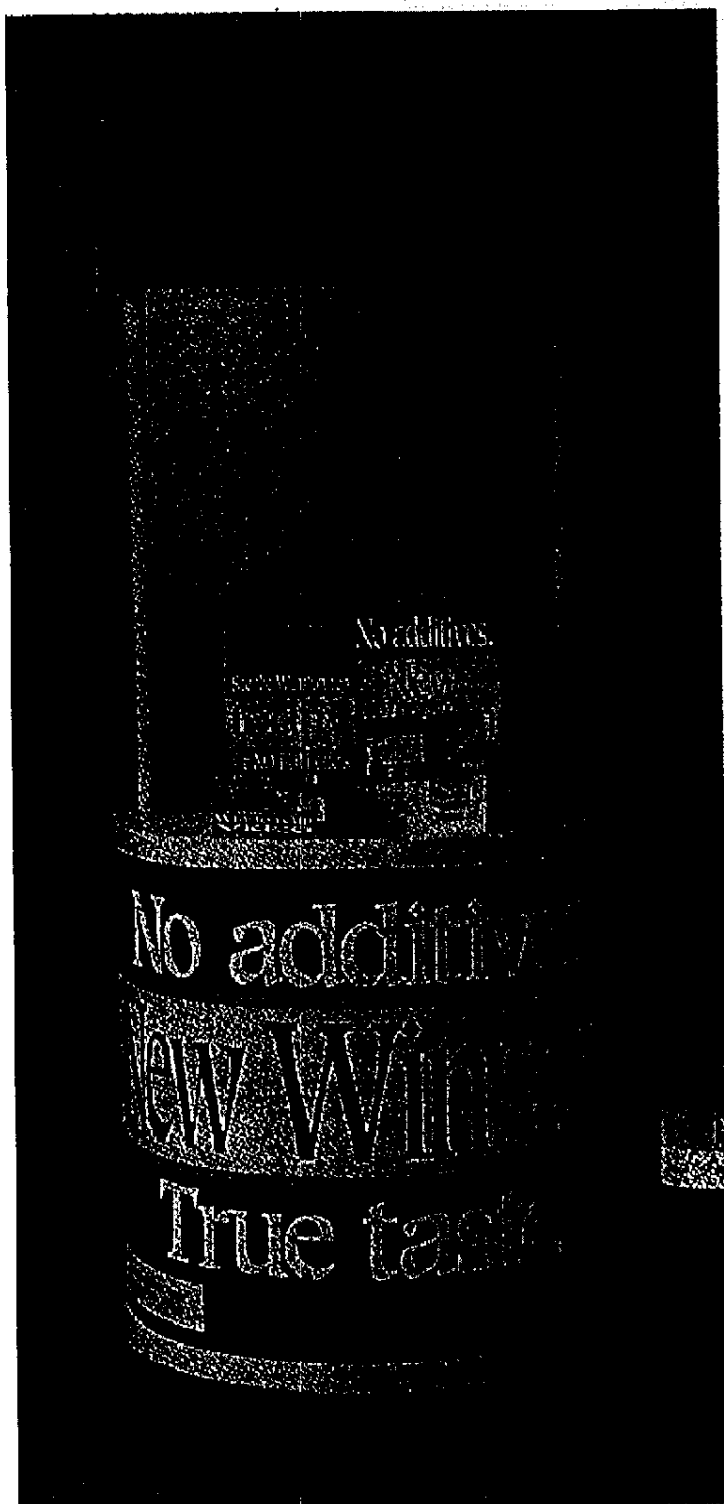
Pacano x
7/28?

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Winston Cup/Drag

Intercept Materials

- Consumer Gift Bag
 - B1G1F Coupon
 - Racing Video
 - Team Winston Racing Application
 - Bumper Sticker
 - No Bull 5 entry Ballot
- Retail Paster (20" x 30")
- Personal selling kiosk (36" x 18")



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